

## Friday, September 18: Optional Intensives

Alaska Pacific University

4101 University Drive, Anchorage

<b>9:00 – 12:00</b>	<b>Danielle Smith, Agent</b> <b>Picture Books: What's Working and How to Get Things Moving, How to get and keep your audience's attention so that they will want to read your book over and over.</b> There is something magical about working with children's books, picture books in particular, but how do we create this magic and when is the right story the right story now? In this three-hour picture book focused intensive, writers will explore ways to create stories and ideas that connect to their core readership: children. We'll also focus on when your hard work is ready to put into the hands of an agent, editor or reader by asking tough questions not often discussed publicly. This intensive will include a number of writing exercises and attendees are asked to bring a copy of their most polished picture book. There will also be time to work on your manuscript and get feedback from your peers and the instructor.
<b>1:00 – 4:00</b>	<b>Danielle Smith, Agent</b> <b>MG and YA: Where To Begin? How To Lure Your Reader Into the World of Your Story</b> The most dangerous point of the author/reader relationship happens on the first page of your story. Readers are at their most skittish on that perilous first page and may flee at the least dangling of a participle. It is here at the threshold of the story that the reader decides, "Should I stay or should I go?" So how does an author go about getting them to stay? In this intensive, Smith will examine what makes a successful opening to a novel, looking at real world examples from both manuscripts and recently published books. Time will be allowed to work on your manuscript and get feedback from your peers and the instructor.
<b>1:00 – 4:00</b>	<b>Optional Intensive: Steven James, Author; Story Trumps Structure: How to Write Unforgettable Fiction by Breaking the Rules</b> When you focus on what lies at the heart of story—tension, desire, crisis, escalation, struggle, discovery—rather than plot templates and formulas, you'll begin to break out of the box and write fiction that resonates with your readers. This workshop is filled with practical insights, dozens of ways to fix plot flaws, time-tested writing secrets and easy-to-implement ideas.
<b>1:00 – 4:00</b>	<b>Optional Intensive: Mark Coker, Founder of Smashwords</b> <i>Part 1: An Introduction to Ebook Self-Publishing.</i> In this introductory, jargon-free primer to ebook self-publishing, Mark will cover everything authors need to know to self-publish an ebook, including the latest ebook market trends, a dive into the basics on ebook creation, publication, pricing and distribution, ISBNs, copyright and everything you need to know about piracy.  <i>Part 2: 16 Secrets of the Bestselling Indie Ebook Authors.</i> Learn how to self-publish with pride and professionalism. Simple, yet important strategies will be covered to help make your book more accessible, more discoverable and more desirable to readers.  <i>Part 3. How to Hit the Bestseller List with Ebook Preorders.</i> Imagine if you could press a magic button that would make your next ebook release land higher in the bestseller charts. Now imagine no more. The magic button is real, and it's called the ebook preorder. In part three of his ebook publishing intensive, attendees will hear case study examples of how Smashwords authors have used preorders to hit the top of the charts, and leave with actionable information they can put to immediate use.

# Saturday, September 19

Crowne Plaza Hotel, Anchorage

8:00-8:30	<b>Registration &amp; Coffee</b>		
8:30-8:50	<b>Welcome &amp; Opening Remarks</b>		
8:50-9:40	<b>Keynote Address:</b> Steven James; "Truths that Lying has Taught Me"		
9:40-9:50	<b>Break:</b> Please Exit Ballroom for Setup		
9:50-10:50	<b>Breakout Session 1-A</b> Andy Kifer: Anatomy of a Bestseller; even if you've landed an agent and found a publisher, the paths to success (or lack thereof) can be very different.	<b>Breakout Session 1-B</b> Mark Coker: How to Navigate Today's Changing Publishing Landscape	<b>Breakout Session 1-C (SCBWI Track)</b> Danielle Smith: Nuts and Bolts and Beyond, Writing for Children and Teens; the difference between age groups, trends in publishing, and knowing when you're work is ready to submit.
10:50-11:00	<b>Break</b>		
11:00-12:00	<b>Breakout Session 2-A</b> Boone Brux and Tracy Sinclair: True Romance! Writing a love story rated G to R, from first blush to the bedroom and beyond.	<b>Breakout Session 2-B</b> Gary Luke: Understanding the Nonfiction Book Proposal; How to present your idea, yourself, and your readers to get a publisher interested (for writers of adult and children alike)!	<b>Breakout Session 2-C</b> Laurie McLean: Agent Secrets; a primer on what an agent does, how to get one, and how to be the perfect client (for writers of adult and children alike!)
12:00-1:00	<b>Lunch with Conference Faculty</b> <b>Juried Illustrator Portfolio Display and Member Book Sales &amp; Signings</b>		
1:00-2:00	<b>Breakout Session 3-A</b> Marc Cameron: Adding punch to your novel; how to write action and fight scenes.	<b>Breakout Session 3-B</b> Jolene Perry: The Mixed-Up Life of a Hybrid Author; Welcome to the 21 <sup>st</sup> century, where e-Publishing and traditional publishing can be friends!	<b>Breakout Session 3-C (SCBWI Track)</b> Danielle Smith: Why write kidlit (and why not)? What motivates you to write? Where do you get your ideas? What changes a good idea into a great one?
2:00-2:10	<b>Break</b>		
2:10-3:10	<b>Breakout Session 4-A</b> Evan Swensen: Bring Your Book to Market! How to get your book into Barnes & Noble, independent booksellers, and distributors; from an ISBN to a Library of Congress number	<b>Breakout Session 4-B</b> Steven James: How to Create Three-Dimensional Characters; Multi-dimensionality for all characters from antagonists to protagonists.	<b>Breakout Session 4-C (SCBWI Track)</b> Illustrator Breakout (More TBA)
3:10-3:20	<b>Break:</b> Please Exit Rooms for Setup		
3:20-4:20	<b>Faculty Panel:</b> First Pages Session! with Danielle Smith, Laurie McLean, Andy Kifer, Gary Luke, and Evan Swensen		
4:20-4:45	<b>Saturday Closing Remarks</b>		
5:30-7:00	<b>Awards Banquet</b>		

## Sunday, September 20

Crowne Plaza Hotel, Anchorage

8:00-8:30	<b>Coffee &amp; Refreshments</b>		
8:30-8:50	<b>Welcome &amp; Opening Remarks</b>		
8:50-9:40	<b>Keynote Address:</b> Laurie McLean: "WHY YOU DON'T NEED AN AGENT!" If you don't have a literary agent, you aren't a real author. FALSE! Agent Laurie McLean will share insights from the trenches on the revolution going on in publishing and why it is no longer impossible to get published without an agent.		
9:00-12:00	<b>Illustrator Intensive (location TBA): *see description below</b>		
9:40-9:50	<b>Break:</b> Please Exit Ballroom for Setup		
9:50-10:50	<b>Breakout Session 5-A</b> Andy Kifer: Agent Querying 101; From query letters to pitches, synopses, and more!	<b>Breakout Session 5-B</b> Gary Luke: The Life of a Book from Idea to first Royalty Statement; proposal to contract, editing, design, marketing, and publicity.	<b>Breakout Session 5-C</b> Steven James: Pulling the Rug Out; How to craft twists your readers will never see coming
10:50-11:00	<b>Break</b>		
11:00-12:00	<b>Breakout Session 6-A</b> Tracy Sinclair and Boone Brux: Busting through Writer's Block	<b>Breakout Session 6-B</b> Marc Cameron & Jolene Perry: Finish Your Novel in Nine Months! Writing on a deadline.	<b>Breakout Session 6-C</b> Laurie McLean: Author Marketing; how to use social media to sell more books
12:00-1:00	<b>Genre &amp; Critique Group Lunch</b>		
1:00-2:00	<b>Author Panel:</b> Boone Brux, Jolene Perry, Tracy Sinclair, Marc Cameron, and Steven James		
2:30-3:00	<b>Closing Remarks</b>		
*9:00-12:00	<b>Danielle Smith: Illustrator Intensive, Telling a Story with Words</b> Illustrations for children can vary widely, but they should all tell a story, keep the eye moving, and encourage a page turn. We'll work in a hands-on, one-on-one workshop that will help each participant learn how you can incorporate these important aspects into your own style. Additionally we'll learn about how to make your illustrations stand out in today's market, and cover what makes a standout portfolio and the importance of the author in your process as an illustrator. This workshop is for all levels. Even writers will find it valuable to see what your co-creatives are doing. Bring your images and art or just yourself, and leave with ideas and confidence.		

*Times, speakers and topics subject to change*